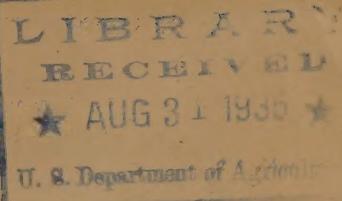


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1935



CAPE FLOWERS



THE BEAUTIFUL "CHINKERICHEE"
from
SOUTH AFRICA.

It is perhaps not generally known that this is one of the most beautiful and at the same time one of the most lasting flowers that can be used for table decoration.

Frequently it has been reported that flowers from the Cape, after three weeks on the voyage in a closed box, have been kept in a vase in the ordinary way for no less than three months before being finally discarded.

The flowers are packed in the bud stage and, if suitably stored on the boat, will arrive in England just ready to open up. They are then brought to the light and will open out and bloom quite naturally, the buds opening in succession from the lowest upwards to the tip, and making a delightful show for six weeks to three months on end.

In this the "Chinkerichee" is unique, for no other flower, that is not of the "Everlasting" type, can rival it for duration. The "Chinkerichee" has none of the stiff and dry appearance of the Helichrysum or Cape Everlasting which, though very beautiful and distinctly suitable for other purposes, is quite out of place in a vase for indoor decoration.

There are two varieties of "Chinkerichee" that can be shipped successfully. They are very similar in appearance but have certain distinctive characters in regard to habit.

What is generally known as the "Cape" variety is found on the Cape Peninsula and in the immediately surrounding country. This variety is often ready for shipment as early as the latter end of September and continues throughout October. Both varieties are white, but this has a darker centre and is the one from which our photograph was taken.

The other is known as the "Darling" variety because it comes from a district of that name some 80 miles from Cape Town. The flower has a yellowish centre and is at least a month later in flowering, seldom being available much before the beginning of November. It usually continues for rather more than a month and shipments can frequently be made as late as the 8th or 10th of December.

All the dates given above are dependent upon and liable to alter somewhat according to seasonal variations.

Of the two varieties the "Cape" is the more easily cultivated and bulbs sent from South Africa should thrive quite well in Great Britain, especially in the South of England. They like a more or less sandy soil but will live in heavier soils also and can stand conditions that might almost be described as swampy. This variety increases rapidly in cultivation—at least it does so in South Africa.

The bulbs of the "Darling" variety are very much larger than those of the "Cape" variety and while the latter will give good blooms from bulbs that are really quite small, the "Darling" variety is only at its best from larger bulbs. Anything from pigeon egg size upwards is good for this variety and under cultivation they frequently increase to the dimensions of a large hen's egg. In spite of this, however, the variety does not increase very freely under cultivation but can be reproduced very successfully from seed, the seedling bulbs flowering about the third season.

While it is quite possible to send the "Chinkerichee" Flowers by parcels post in the ordinary mail, we have found that when sent in that way a certain percentage of the packages arrive in an unaccountably bad condition while the majority, sent at the same time, may reach destination without suffering in the least. It seems to us that this must be due to varying conditions in the stowage of the mails.

In consequence of this uncertainty we have made arrangements to forward in **cool storage**. The flowers will be consigned to our agents in Southampton ready packed in boxes suitable for posting to final destination. When sent in this way we can **guarantee delivery in good condition**. We will **replace free** if the contrary happens.

Price: Flowers, 7/6 per box of approximately 100 blooms (double boxes 12/6), delivered free to any address in the United Kingdom. Shipments principally during October and November.

For American and Continental addresses the price is 10/- per box (double boxes 17/6), but delivery cannot be guaranteed owing to the uncertainty of the postal service.

Bulbs—January to March—"Cape" variety, 1/6 per dozen, 6/- per 100; "Darling" variety, 3/6 per dozen, 21/- per 100. Post free to any address in the United Kingdom.

Nothing could be more acceptable to your best friend than a box of these flowers sent all the way from South Africa—and at such a trifling cost to you!

Send us your order now and tell us approximately the date of shipment you would prefer. We can not guarantee an exact date because we may not be able to ship every week, but we will send as near the date of your choice as possible.

Payment can be sent in the shape of British Postal Order or Cheque on a London Bank. Cheques on Provincial Banks are also acceptable if the customary exchange on London is added.

Please fill in clearly the particulars required on the order form below and post, with remittance, to our Rosebank address.

On arrival cut off the ends of the stems—about half an inch—so as to make a fresh wound through which they can draw moisture.

Arrange the flowers immediately in vases filled with lukewarm water and place them in the light of an ordinary room.

If the flowers have arrived in good condition they will open out beautifully and can be kept in the vases for many weeks.

CHARLES AYRES

The Cape Florist, Nurseryman and Seedsman

Ayres' Nurseries

ROSEBANK, Cape Town.

APPRECIATIONS.

Broadwater, 30th Dec., 1933.—You will be pleased to know that the flowers arrived in perfect condition and we were able to put every stem into our vases and flower bowls where they have opened up and been admired by all our Christmas visitors.

Manchester, 28th Dec., 1933.—Permit me to express on record the wonderful condition the Chinkerichees arrived in. They arrived on 9th Nov., and following your instructions, were placed in warm water, and even at the time of writing are in a wonderful state of preservation. A most remarkable achievement, and a source of wonderment to myself and friends, especially in view of the climatic conditions that have prevailed since their arrival, viz., cold and fog. You have my permission to utilise this letter exactly as you deem fit. Once again thanking you for what must be termed an excellent example of fine nurserymanship.—Yours faithfully, Ronald Sebright.

Cheltenham, 11th Dec., 1933.—The Chinkerichees arrived in fine condition and are giving pleasure to many friends here.

Wallington, 2nd Jan., 1934.—I received a box of your flowers, Chinkerichees, for a Christmas present. They arrived in splendid condition and made a wonderful show when flowers with us here are so scarce.

We have received scores of letters in the same terms as the above.

ORDER FORM.

To CHARLES AYRES,

Ayres' Nurseries,

ROSEBANK,

Cape Town.

Date

I would like the flowers to arrive

about

if possible.

Please send to.....

.....box(es) of THE BEAUTIFUL CHINKERICHEE flowers for
which I enclose Postal Order to the value of £ : : . It is

Cheque

understood that you guarantee delivery in good condition (Continental
addresses excepted) and will replace if the flowers are spoilt in transit.

Signature

Address